

**RECEIVED**  
**CENTRAL FAX CENTER**  
**APR 17 2008**

## FAX TRANSMISSION

**DATE:** April 17, 2008

**PTO IDENTIFIER:** Application Number 09/545,524  
Patent Number

**Inventor:** Seth HABERMAN et al.

**MESSAGE TO:** Examiner Igor Borissov

**FAX NUMBER:** (571) 273-8300

**FROM:** WILMER CUTLER PICKERING HALE AND DORR LLP  
Yung-Hoon Ha

**PHONE:** (212) 230-8800

**Attorney Dkt. #:** 2000522.00124US1

**PAGES (Including Cover Sheet):** 5

**CONTENTS:** Interview Request (3 page)  
Certificate of Transmission (1 page)

If your receipt of this transmission is in error, please notify this firm immediately by collect call to sender at (212) 230-8800 and send the original transmission to us by return mail at the address below.

This transmission is intended for the sole use of the individual and entity to whom it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. You are hereby notified that any dissemination, distribution or duplication of this transmission by someone other than the intended addressee or its designated agent is strictly prohibited.

**WILMER CUTLER PICKERING HALE AND DORR LLP**  
399 Park Avenue, New York, New York 10022  
Telephone: (212) 230-8800 Facsimile: (212) 230-8888

**RECEIVED  
CENTRAL FAX CENTER****APR 17 2008**PTO/SB/97 (09-04)  
Approved for use through 07/31/2006. OMB 0651-0031  
U. S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Application No. (if known): 09/545,524

Attorney Docket No.: 2000522.00124US1

**Certificate of Transmission under 37 CFR 1.8**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office.

on April 17, 2008  
Date

\_\_\_\_\_  
Signature

Amy Hagan

\_\_\_\_\_  
Typed or printed name of person signing Certificate

\_\_\_\_\_  
Registration Number, if applicable

(212) 230-8800

\_\_\_\_\_  
Telephone Number

Note: Each paper must have its own certificate of transmission, or this certificate must identify each submitted paper.

Interview Request (3 page)

**RECEIVED**  
**CENTRAL FAX CENTER**

**APR 17 2008**

OL-413A (10-07)  
 Approved for use through 10/31/2007. OMB 0651-0031  
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

### Applicant Initiated Interview Request Form

Application No.: 09/545,524 First Named Applicant: Seth HABERMAN  
 Examiner: I. N. Borissov Art Unit: 3628 Status of Application: Pending

**Tentative Participants:**

(1) Yung-Hoon Ha (2) Jeremy Rosenberg  
 (3) Examiner Borissov (4) \_\_\_\_\_

Proposed Date of Interview: \_\_\_\_\_ Proposed Time: 1 PM (AM/PM)

**Type of Interview Requested:**

(1) ☐ Telephonic (2) ☒ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☒ YES ☐ NO

If yes, provide brief description: Software demonstration of invention

### Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Rejection</u>	<u>1</u>	<u>Cited Refs.</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☒ Continuation Sheet Attached

**Brief Description of Arguments to be Presented:**

1. References fail to describe or suggest making one or more variations of a video commercial example while substantially maintaining the same intended message of the video commercial example
2. Claims allow creation of customized video commercial without interaction from viewer, whereas cited reference requires specific interaction from viewer

An interview was conducted on the above-identified application on \_\_\_\_\_

**NOTE:**

This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP §713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

\_\_\_\_\_  
 Applicant/Applicant's Representative Signature

\_\_\_\_\_  
 Examiner/SPE Signature

Yung-Hoon Ha

\_\_\_\_\_  
 Typed/Printed Name of Applicant or Representative

56,368

\_\_\_\_\_  
 Registration Number, if applicable

PTOL-413A (10-07)  
Approved for use through 10/31/2007. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

1. (Currently Amended) A method for creating a customized video commercial, ~~an advertisement campaign, said advertisement campaign providing a narrative framework for creating a personalized advertisement for an intended audience, wherein said personalized advertisement is based on user profile data of said intended audience,~~ said method comprising:

receiving at least one ~~default~~ video commercial example ~~of a video commercial~~ created by an advertiser, wherein said at least one ~~default~~ video commercial example is a ~~completed video commercial that includes inserted video segments and audio segments and that provides an intended message from said advertiser to said intended audience;~~

~~delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which said video commercial is to be distributed;~~

receiving from said advertiser general characteristics of members of said intended audience to whom said customized video commercial is to be distributed;

~~creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;~~

receiving from said advertiser an entity profile template that includes a substantially complete definition of information to be retrieved regarding one or more target entities to which said customized video commercial is to be distributed;

~~constructing a video commercial template based on the at least one default video commercial example that includes a plurality of media segment slots arranged in time sequence order wherein said media segment slots comprise video segment slots and audio segment slots;~~

~~constructing a resource library, based on the at least one default video commercial example, that includes a plurality of media segments including video segments and audio segments, wherein each video segment is selectable for insertion into at least one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, wherein at least one of said audio and video segments is selectable for a same one of said segment slots of said video commercial template, and wherein said audio and video segments are incomplete portions of a complete personalized customized video commercial;~~

searching, based on said general characteristics and said entity profile template, one or more databases to acquire a list of target entities and information regarding each of said target entities,

PTOL-413A (10-07)

Approved for use through 10/31/2007. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

said target entities comprising entities to which said customized video commercial is to be distributed; and

constructing, for each target entity in said list of target entities, said personalized customized video commercial by inserting one or more video segments from said resource library into said video segment slots and by inserting one or more audio segments from said resource library into said audio segment slots, wherein said one or more video segments and said one or more audio segment are selected using based on said information regarding each of said target entities, and wherein at least one customized video commercial includes one or more variations from said video commercial example, but has substantially the same intended message as said intended message provided in said video commercial example, said entity profile template.